

FIGURE 1

EXAMPLE RECORD STRUCTURE OF MASTER DIGITAL LIBRARY AND END  
USER DIGITAL LIBRARY

6 —————> ARTIST'S NAME

8 —————> TRACK TITLE

10 —————> ALBUM TITLE

12 —————> GENRE

14 —————> TRACK LENGTH

16 —————> FILE FORMAT

18 —————> BIT RATE

20 —————> FADE-IN POINT ("INTRO")

22 —————> FADE-OUT POINT ("OUTRO")

24 —————> TRACK IDENTIFICATION CODE

26 —————> TRACK LOCATION

28 —————> ENCRYPTION KEY

30 —————> URL

FIGURE 2

### EXAMPLE SCHEDULE

40 —————> RECORDED ANNOUNCEMENT #973

102 —————> TRACK #127

36 —————> AD #035

38 —————> LOCAL INSERT BREAK #048

104 —————> TRACK #583

106 —————> TRACK #427

108 —————> TRACK #727

37 —————> AD #350

110 —————> TRACK #625

112 —————> TRACK #236

39 —————> AD #443

42 —————> EXTERNAL EVENT #897

FIGURE 3

EXAMPLE RECORD STRUCTURE  
CONSUMER DATA

54 —————> NAME

56 —————> AGE

58 —————> GEOGRAPHIC LOCATION

60 —————> INCOME

62 —————> GENDER

64 —————> MARITAL STATUS

66 —————> FREQUENT FLYER NUMBER

68 —————> FINANCIAL PROFILE

70 —————> CAR PREFERENCE

72 —————> TRACK ID CODES FOR TRACKS  
STORED IN END USER DIGITAL  
LIBRARY

FIGURE 4

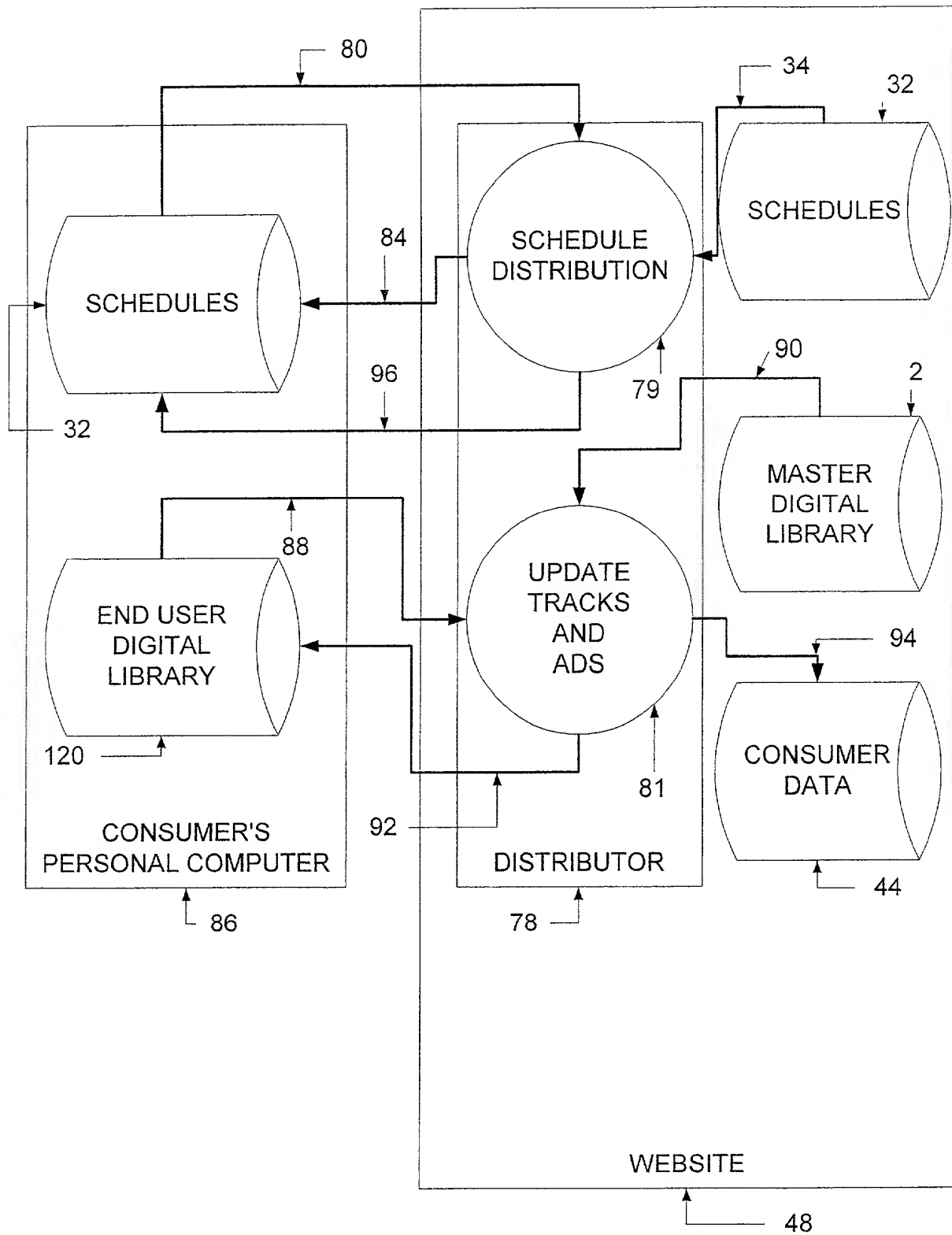


FIGURE 5

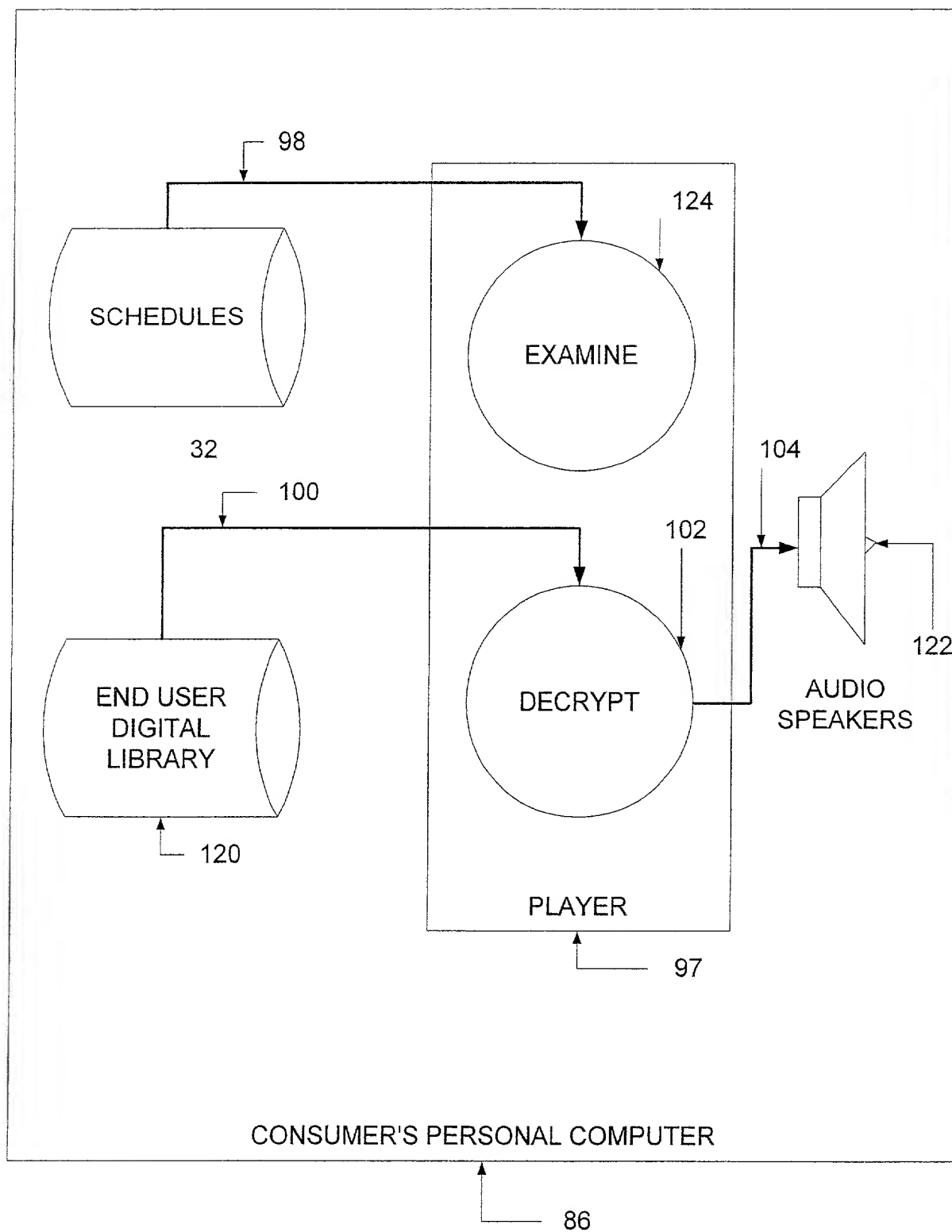


FIGURE 6

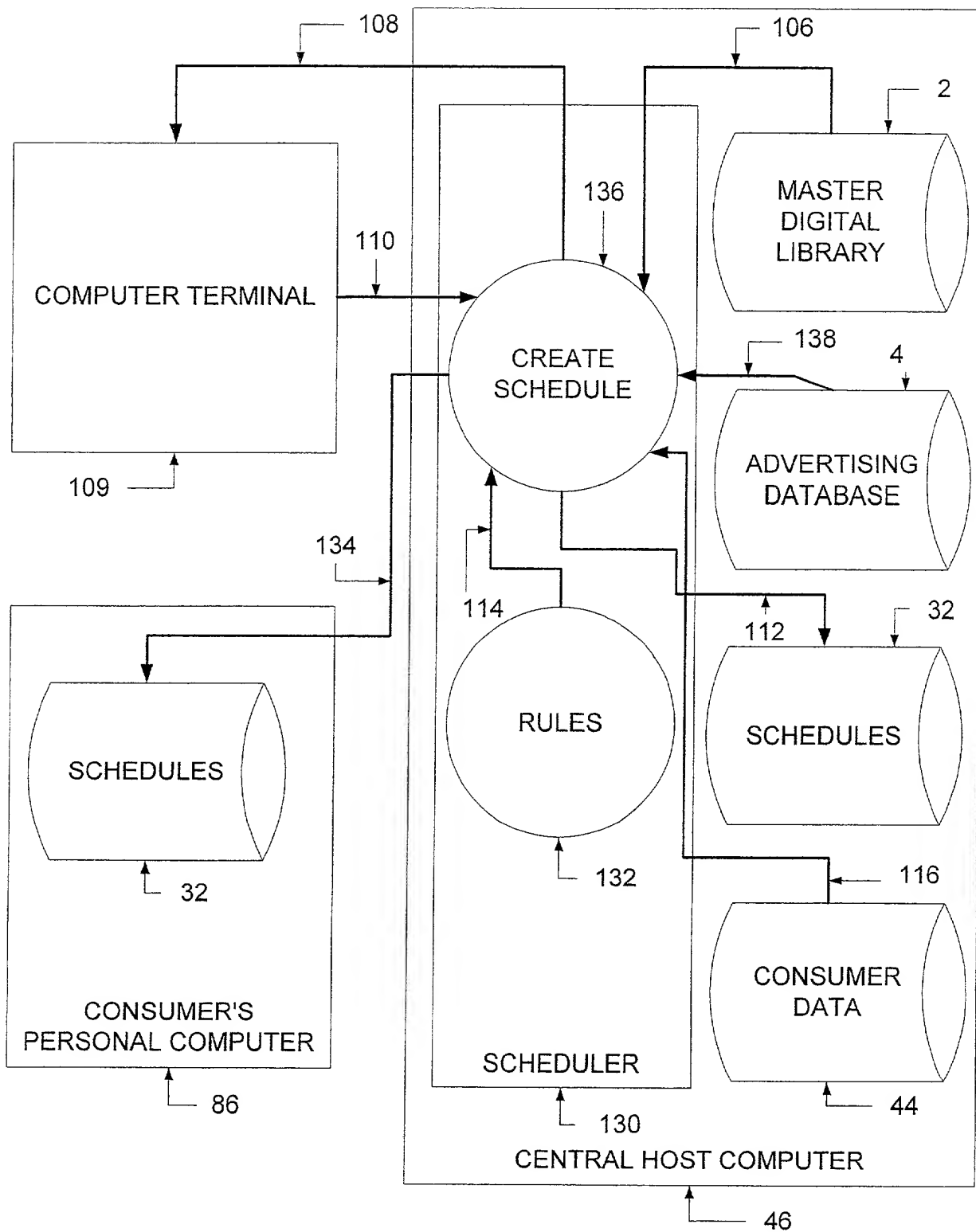


FIGURE 7

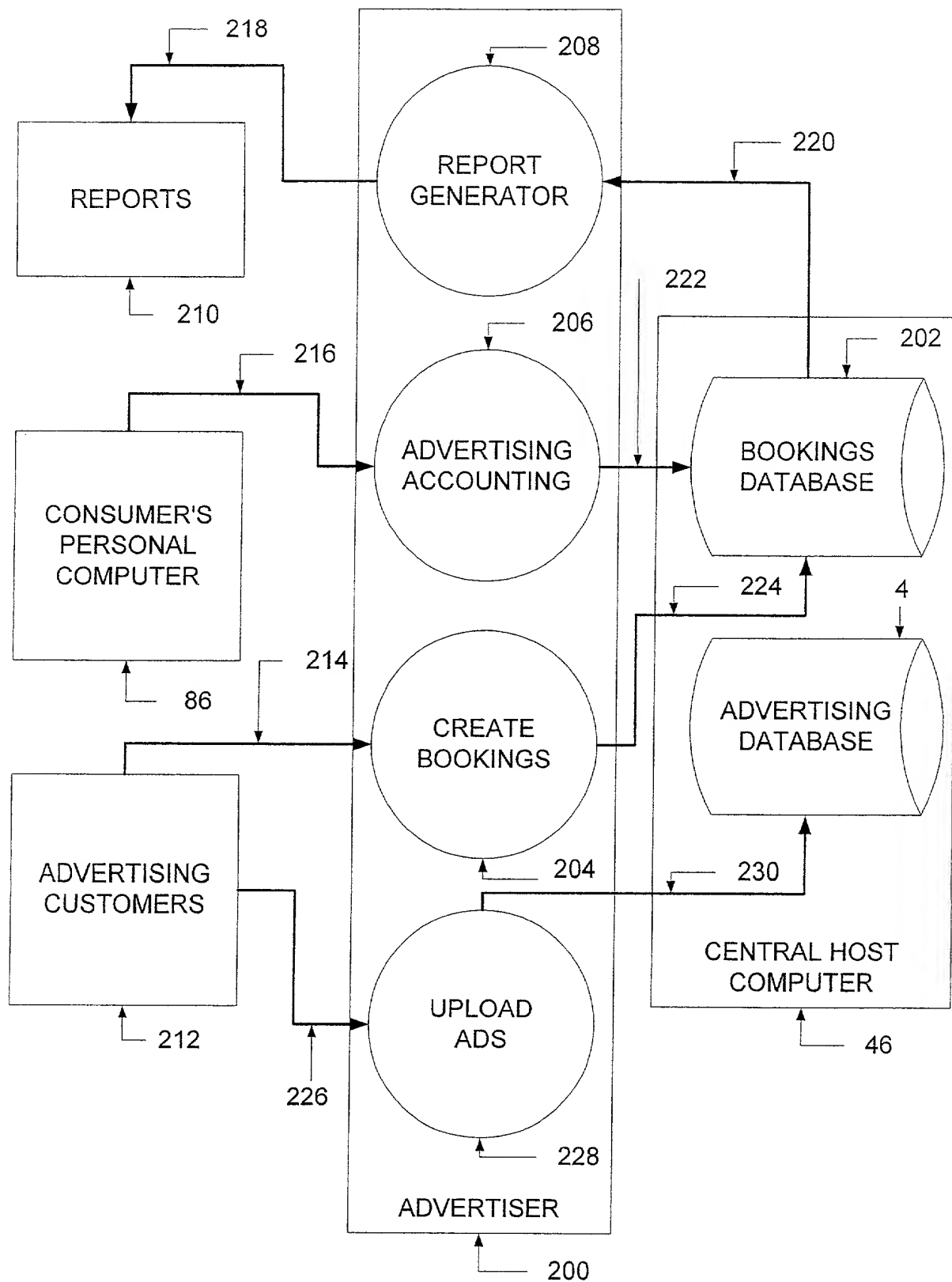


FIGURE 8



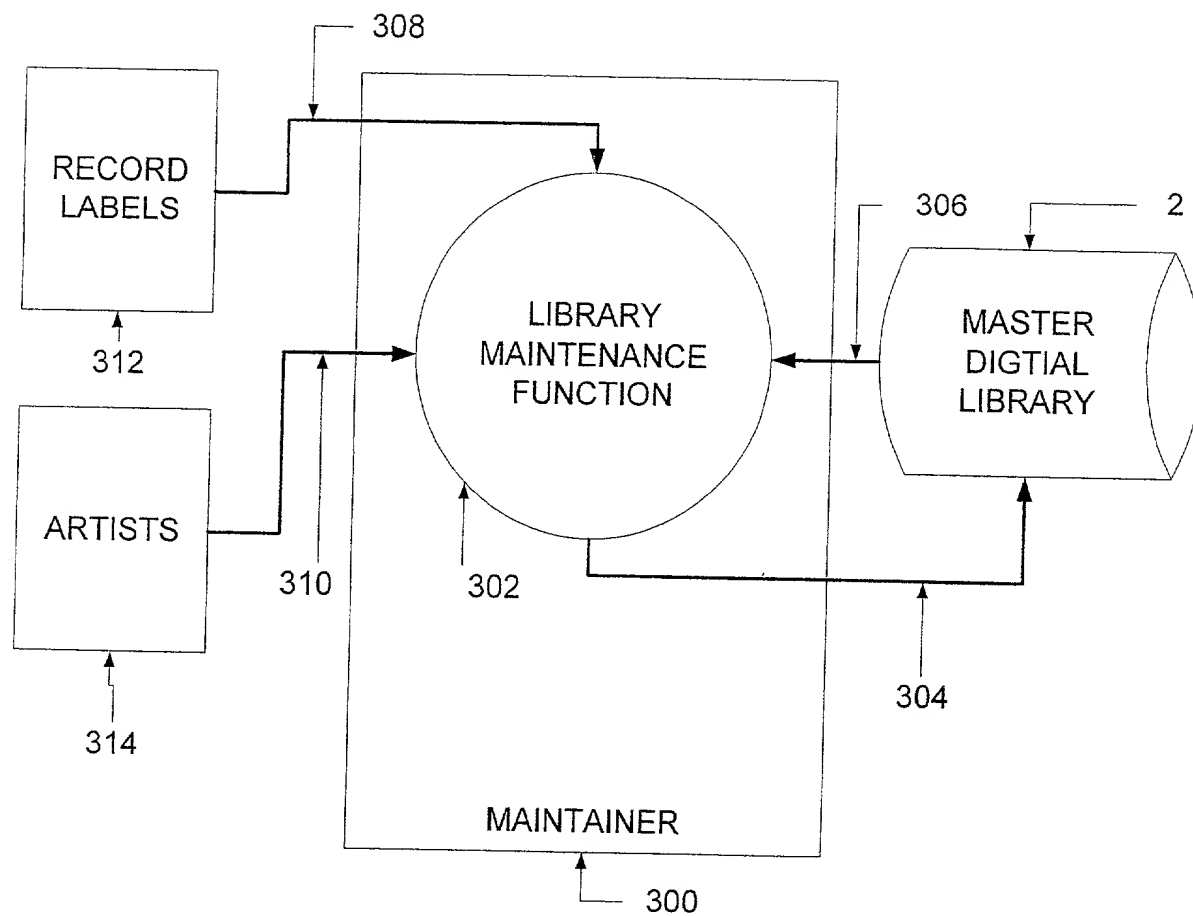


FIGURE 9